

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 02266 200948Z

11

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

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P R 200721Z FEB 74

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 0105

UNCLAS TOKYO 2266

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: READERS DIGEST AD

SUMMARY EXPLAINS READERS DIGEST AD CONTENTS

TYOWAS 4-182 RE WASTYO 4-156-AP. AGREE WITH DOUBLE PAGE SPREAD, ONE IN COLOR ONE IN MONOTONE. DISCUSSED YOUR CONTENT SUGGESTIONS WITH WHOLESALERS AND YOUR LAYOUT SUGGESTIONS WITH Y&R. CAME UP WITH FOLLOWING WHICH BASED IN LARGE PART ON RECENT AND HIGHLY RELIABLE JAL TRAVEL SURVEY FINDING THAT DEPARTURE FREQUENCY AND DATES ARE MORE IMPORTANT TO CONSUMER THAN ANY OTHER FACTORS IN MAKING TRAVEL DECISIONS.

WE, WHOLEASALERS AND Y&R IN FULL AGREEMENT THAT SPREAD SHOULD CONTAIN THEMED TEXT ON CALIFORNIA AS REPRESENTATIVE OF MAINLAND USA, WITH EXPHASIS ON COMBINED NUMBER AND FREQUENCY OF DEPARTURES TO WEST COAST AVAILABLE THROUGH ALL FIVE MAJOR WHOLESALERS, NOT JUST SELECTED SPECIFIC OFFERINGS OF TWO WHOLESALERS. LATTER APPROACH MAY BE DESIRABLE IN FY75 EXTENDED AD PROGRAM, BUT ALL CONCERNED AGREE THAT ONE-SHOT READERS DIGEST EFFORT SHOULD BE BROADER IN APPEAL AND WE HAVE DEVELOPED ABOVE APPROACH WITH THAT IN MIND.

REQUEST PRIORITY APPROVAL TO PROCEED AS Y&R NEEDS AS MUCH TIME AS POSSIBLE PRIOR TO READERS DIGEST EARLY MARCH CLOSING DATE.
SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, MAGAZINES, AIR SCHEDULES, AVIATION AGREEMENTS
Control Number: n/a
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Draft Date: 20 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
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Office: ACTION EA
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Review Content Flags:
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Review Exemptions: n/a
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Review Markings:

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30 JUN 2005

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